

The Influence Of Online Customer Reviews And Online Customer Ratings On Buying Interest Which Has An Impact On Purchase Decisions On The Lazada Marketplace

Widyawati¹, Heri Prabowo², Sofif Sobbarudin Akbar³

¹Universitas Persatuan Guru Republik Semarang, Indonesia, widyawidy185@gmail.com

²Universitas Persatuan Guru Republik Semarang, Indonesia, heriprabowo@upgris.ac.id

³Universitas Persatuan Guru Republik Semarang, Indonesia, @shofif.s.akbar@gmail.com

Abstract

The development of technology and the growth of e-commerce in Indonesia have significantly changed consumer behavior in making online purchases. Online customer reviews and online customer ratings have become important features that influence consumers' purchase intentions and decisions. This study aims to analyze the effect of online customer reviews and online customer ratings on purchase intention, as well as their impact on purchase decisions on the Lazada marketplace, with purchase intention as a mediating variable. This research uses a quantitative approach with a survey method through questionnaires distributed to 96 respondents who have made transactions on Lazada. Data analysis was conducted using the Partial Least Square (PLS) method with the help of Smart-PLS software. The results show that online customer reviews have a significant effect on purchase intention and purchase decisions, although their influence is the weakest compared to other variables. Meanwhile, online customer ratings do not have an indirect effect on purchase decisions through purchase intention. These findings suggest that customer reviews are not always a key consideration for consumers in making purchasing decisions.

Keywords: Online Customer Review, Online Customer Rating, Purchase Intention, Purchase Decision, Lazada